

Ask Key Strategic Questions

MARKET OR BRAND POSITION	• Where do your products and services fit in the market? • How does this compare to competitors?
KEY BENEFIT (or unique selling proposition)	• What is your key benefit? • How is it delivered to consumers through everything you do? • How can you reinforce it, especially against competitors?
DEMAND ANALYSIS AND GROWTH STRATEGY	• What volume of products/services will your consumers purchase? • Why? • How can you increase that by removing obstacles or limitations?
PRICING STRATEGY	• Are your consumers price sensitive? • How do consumers respond to promotional pricing—yours or your competitors'? • Should your organization consider bundled pricing? What is the optimal bundle and how do you price it?
CONSUMER PROFILES	• How are your consumers changing? • What is causing the change? • What does that mean for your organization?



insights in marketing

Key Questions In Strategic Planning

Jeffrey Russell



Key Questions In Strategic Planning:

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Key Questions in Strategic Planning Can Akdeniz,2015-01-28 Strategic planning is a key business tool for any company that wants to stay in control of its own future But what exactly is meant by the term strategic planning Isn t all planning strategic That is just one of the many questions about strategic planning that this book seeks to answer The text begins by offering a commonly accepted definition of strategic planning and goes on to devote a chapter each to six big questions you should be able to answer if you are trying to develop a good working strategic plan In the process of discussing how you might answer those questions we ll talk about a variety of established strategic planning tools as well as some assorted tips and advice By the end you should have a pretty darn good idea how to formulate a solid strategic plan

Agencies' strategic plans under GPRA key questions to facilitate congressional review,1997 Oversight Hearing on U.S. Forest Service Strategic Plan Under the Government Performance and Results Act United States. Congress. House. Committee on Resources. Subcommittee on Forests and Forest Health,1998

Strategic Planning and Management in Transit Agencies Judson J. Lawrie,Transit Cooperative Research Program,2005 This synthesis provides information for transit and transportation professionals who seek to address planning and management issues in the transit industry This document is intended for internal management decision makers general managers and agency board members It might offer external stakeholders such as local governments and businesses as well as the public increased awareness in helping define a transit agencys role and responsibilities to the community thus aiding the development of outside support for an agencys mission

Strategic Planning Training Jeffrey Russell,2005-03-01 This title is an all in one how to guide for developing strategic planning thinking and decision making competencies of CEOs managers supervisors and frontline employees It offers a practical set of interactive and customizable learning modules that serve as a roadmap for directing the right framework culture and philosophy in your organization The accompanying CD ROM includes handouts checklists assessments and customizable PowerPoint tm slides

Strategic Planning for Nonprofit Organizations Michael Allison,Jude Kaye,2015-03-10 The bestselling guide to nonprofit planning with proven practical advice Strategic Planning for Nonprofit Organizations describes a proven method for creating an effective organized actionable strategy tailored to the unique needs of the

nonprofit organization Now in its third edition this bestselling manual contains new information about the value of plans specific guidance toward business planning and additional information about the strategic plan document itself Real world case studies illustrate different planning and implementation scenarios and techniques and the companion website offers templates tools and worksheets that streamline the process The book provides expert insight describing common misperceptions and pitfalls to avoid helping readers craft a strategic plan that adheres to the core values of the organization A well honed strategic plan helps nonprofit managers set priorities and acquire and allocate the resources necessary to achieve their goals It also provides a framework for handling challenges and keeps the focus on the organization's priorities Strategic Planning for Nonprofit Organizations is an excellent source of guidance for managers at nonprofits of every size and budget helping readers to Identify the reasons for planning and gather information from internal and external stakeholders Assess the current situation accurately and agree on priorities mission values and vision Prioritize goals and objectives for the plan and develop a detailed implementation strategy Evaluate and monitor a changing environment updating roles goals and parameters as needed Different organizations have different needs processes resources and priorities The one thing they have in common is the need for a no nonsense approach to planning with practical guidance and a customizable framework Strategic Planning for Nonprofit Organizations takes the fear out of planning with expert guidance on the nonprofit's most vital management activity

Creating and Implementing Your Strategic Plan John M. Bryson, Farnum K. Alston, 2010-03-11 Creating and Implementing Your Strategic Plan is the best selling companion to John Bryson's landmark book Strategic Planning for Public and Nonprofit Organizations This new edition of the workbook is completely revised and updated and can be used as a stand alone resource or as a companion to Strategic Planning for Public and Nonprofit Organizations A step by step guide to putting strategic planning to work in public and nonprofit organizations this indispensable workbook includes easy to understand worksheets and clear instructions for creating a strategic plan tailored to the needs of the individual organization From setting up the meeting room to establishing a vision of the future every step of the strategic planning process is covered The workbook shows how to Refine your organization's mission and values Assess your internal and external environment Identify and frame strategic issues Formulate strategies to help manage the issues Create review and adopt the strategic plan Assess the strategic planning process

Strategic Planning and Management Guidelines for Transportation Agencies Gene R. Tyndall, John Cameron, Robert C. Taggart, 1990

Fire Department Strategic Planning, 3rd Edition Mark Wallace, 2021-04-01 From the author This 3rd edition is about organized common sense in the fire service Section One provides support to fire departments that already have a strategic plan and just need to update and revise their existing plan I have found over my 30 years of consulting with fire departments that they want to accomplish their next iteration of their strategic plan as rapidly as possible Section Two provides a detailed How to guide to help a fire department create its first strategic plan Section Two is divided into four parts 1 Understanding

the Department 2 Understanding the Situation 3 Understanding the Strategic Issues Facing the Department and 4 Creating Organizational Change A new chapter Chapter 20 provides assistance to those departments having challenges with their strategic plan and obtaining the desired outcomes results It adds a new troubleshooting process for those departments having challenges to create an effective and successful strategic plan The book is designed to be effective as a manual to develop an individual fire department s strategic plan as well as a textbook for use in upper division college university courses or as a text for post graduate courses

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